

Course Material

Parse.ly → Google Analytics

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Note:

1. ***Please refer the Zoom meeting recordings to understand how the tool works before getting started.***
2. ***The free versions of all AI tools come with limited usage.***

AI Tools for Enhancing Audience Engagement

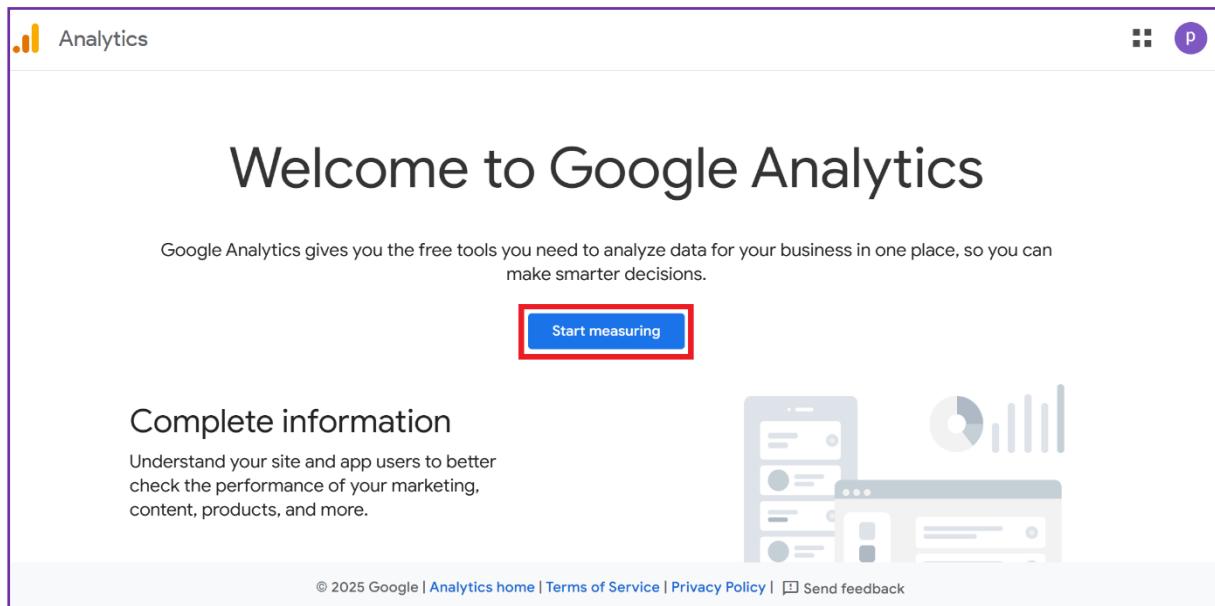
Parse.ly

1. Go to <https://parse.ly/>
2. No free version of the tool is available. Therefore, we will explore an alternative free tool – “**Google Analytics**”.

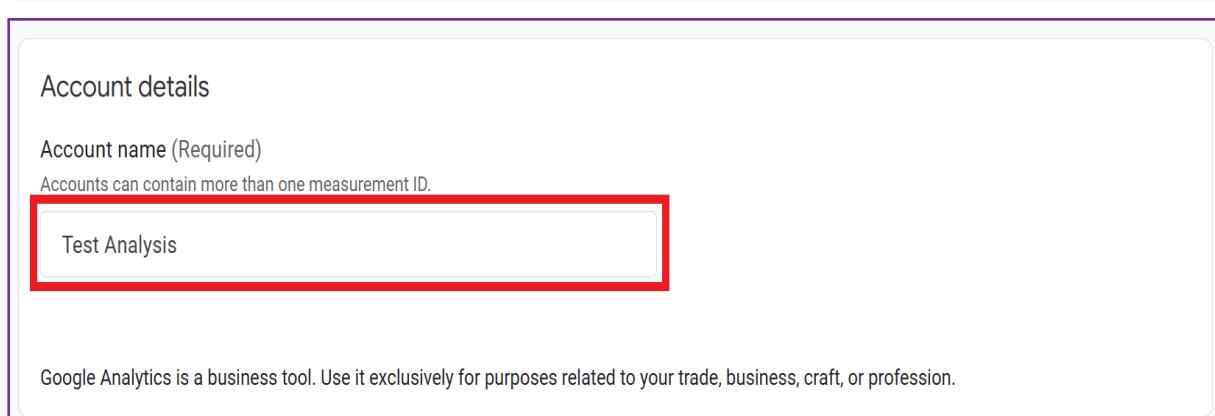
Google Analytics

1. Go to <https://developers.google.com/analytics>
2. Click “**Go to Analytics**” or “**Sign in**” to log in with your Google ID.

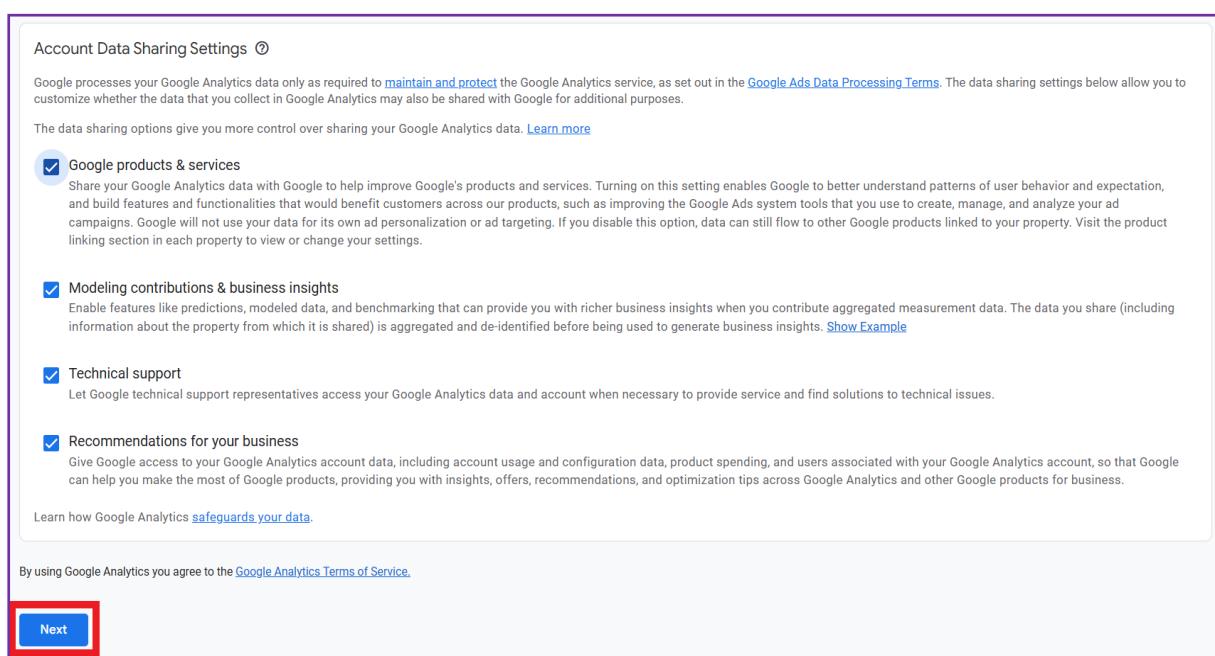
- Click “Start Measuring” to navigate to the account creation form. Enter your personal, institute, or organization details to create an account.



The screenshot shows the "Welcome to Google Analytics" page. At the top left is the "Analytics" logo. On the top right are three icons: a grid, a person, and a gear. Below the header is a large "Welcome to Google Analytics" title. A sub-header states: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A prominent blue button labeled "Start measuring" is centered below the text. To the left of the button is a section titled "Complete information" with a sub-sub-section about understanding site and app users. To the right of the button is a graphic showing a smartphone, a laptop, and a bar chart. At the bottom of the page is a footer with copyright information: "© 2025 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback".



The screenshot shows the "Account details" step of the account creation process. The title "Account details" is at the top. Below it is a field for "Account name (Required)" containing "Test Analysis", which is highlighted with a red border. A note says "Accounts can contain more than one measurement ID." Below the account name field is a message: "Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.".



The screenshot shows the "Account Data Sharing Settings" step. The title is at the top. It explains that Google processes data only as required and provides links to "maintain and protect" and "Google Ads Data Processing Terms". It notes that data sharing settings allow customization of data sharing with Google. Below this, four checkboxes are shown:

- Google products & services**: Describes how Google uses data to improve its products and services, mentioning Google Ads system tools.
- Modeling contributions & business insights**: Describes how Google uses data to provide richer business insights through aggregated measurement data.
- Technical support**: Describes how Google uses data to provide service and find solutions to technical issues.
- Recommendations for your business**: Describes how Google uses data to provide insights, offers, recommendations, and optimization tips across Google products for business.

A note at the bottom says "Learn how Google Analytics [safeguards your data](#)". A note at the very bottom says "By using Google Analytics you agree to the [Google Analytics Terms of Service](#)". A blue "Next" button is at the bottom left.

1 2 3 4 5

Account creation **Property creation** Business details Business objectives Data collection

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)
XXXX Website Analytics

Reporting time zone 
India ▾ (GMT+05:30) India Time ▾

1 2 3 4 5

Account creation Property creation **Business details** Business objectives Data collection

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)
Jobs & Education ▾

Business size (Required)

- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 501+ employees

Back **Next**

Account creation Property creation Business details **Business objectives** Data collection

Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

- Generate leads**
Measure actions that indicate potential customers, such as completing contact form or requesting a quote
- Drive sales & conversions**
Analyze and optimize sales and any financial transactions on your website or app
- Understand web and/or app traffic**
Measure your website or app visitors and the channels that drive their visits
- View user engagement & retention**
Learn how people explore the products or services on your website or app
- Other business objectives**
If your business is in a category not listed above

Back **Create**

4. Select the platform on which you want to collect and analyze data.

Analytics

Account creation Property creation Business details **Business objectives** Data collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

Web **Android app** **iOS app**

[Skip for now](#)

5. Set up your data stream by entering your website address. Add the generated Google Tag to your website's master code, placing it immediately after the <head> element to enable Google Analytics to track and fetch traffic data from your site.

X Set up data stream

Create & continue

Set up your web stream

Website URL

htt... ▾

testwebsite.com

Stream name

Test website

http://

Enhanced measurement

https://

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected

with relevant events. You must ensure that no personally-identifiable information will

be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks



+ 4 more

X Set up a Google tag

Test installation

Choose how to set up a Google tag

Install manually RECOMMENDED

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-GTL4VY18KB"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-GTL4VY18KB');
</script>
```



```

1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="UTF-8">
5      <meta name="viewport" content="width=device-width, initial-scale=1.0">
6      <title>Wellness Travel Magazine</title>
7      <link rel="stylesheet" href="style.css">
8  </head>
9  <!-- Google tag (gtag.js) -->
10 <script async src="https://www.googletagmanager.com/gtag/js?id=G-GTL4VY18KB"></script>
11 <script>
12     window.dataLayer = window.dataLayer || [];
13     function gtag() {dataLayer.push(arguments);}
14     gtag('js', new Date());
15
16     gtag('config', 'G-GTL4VY18KB');
17 </script>
18 <body>
19     <header>
20         <h1>Welcome to Wellness Wanderer</h1>
21         <p>Your guide to peaceful escapes and mindful journeys.</p>
22     </header>
23
24     <section class="content">
25         <h2>Explore Our Latest Destinations</h2>
26         <p>Discover the best yoga retreats, meditation spots, and nature-inspired getaways to rejuvenate your soul.</p>
27     </section>
28
29     <footer>
30         <p>&copy; 2025 Wellness Wanderer. All rights reserved.</p>
31     </footer>
32 </body>
33 </html>

```

6. Google Analytics will start collecting data, and the analysed data will be updated in the stream. Various types of reports are available for detailed analysis.

